

TARGETED COMMUNICATIONS BASED ON PROMOTIONAL RESPONSE

ABSTRACT OF THE DISCLOSURE

A method, system, and computer-readable medium that determine a promotion for a consumer based at least in part upon promotions exercised by the consumer. By examining exercised promotions, promotions likely to be exercised by certain consumers and consumers likely to exercise certain promotions can be identified. This invention can also be performed across the boundaries of product industry, class, and/or type.

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